

ABOUT HAPIMAG

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1. Hapimag at a glance

Hapimag is a Swiss holiday provider with 58 different resorts in 16 countries, most of them in Europe, but also in the USA (Florida), North Africa (Morocco) and Turkey. Hapimag offers its around 125,000 shareholders and members fully equipped holiday apartments and a intergenerational, sustainable holiday concept. To become part of the community, you buy shares and receive access to the Hapimag holiday world. Prospective customers can also take out a trial membership to learn more about Hapimag at no obligation.

2. Facts

Founded:	1963
CEO:	Hassan Kadbi (born 17 November 1978)
Core business:	Hospitality & sharing economy
Headquarters:	Steinhausen (Canton of Zug), Switzerland
Number of employees:	around 1400 (full-time), as well as seasonally employed workers
Legal form:	Public limited company under Swiss law
Shareholders and members:	around 125 000
Own resorts:	58
Accommodation units:	5175
Sales 2019:	EUR 163.6 millions
Level of equity capitalisation 2019:	73 percent

3. Idea, concept & product

What is the idea of Hapimag?

- The idea is based on the principles of the sharing economy. Hapimag was founded more than 55 years ago with the cooperative idea *“invest together - enjoy individually”*.
- Hapimag is not primarily profit-oriented. The aim is to make our shareholders and members the best possible holiday. Our customers are shareholders of the company and they share a common interest in personal service, high-quality furnishings and equipment and a hassle-free holiday.
- Over the years, this community has grown to around 125,000 shareholders and members.

How does the Hapimag business model work?

- By purchasing shares you become part of the community and receive access to the holiday world of Hapimag.
- Shareholders receive residence points every year, which can be used to book a holiday.

- Furthermore you may additionally buy up to 120 residence points per share.
- At the Hapimag resort itself, you will only pay the local charges, which cover electricity, cleaning, maintenance etc.

What does Hapimag sell?

- By purchasing shares you become part of the community and receive access to the holiday world of Hapimag.
- We offer our customers access to a diverse holiday world with 58 resorts in top locations
- The resorts have fully equipped holiday apartments and an ideal infrastructure (restaurants, pool, tennis courts, wellness etc.).
- In addition, we offer our guests suitable holiday offers and experiences.

Why should someone become a shareholder?

- Hapimag is a sustainable alternative to owning your own holiday apartment. Hapimag is the perfect place for people who appreciate reliability, quality and personal service on their holiday.
- Shareholders can also use their residence points for family members and friends, enabling them to have a holiday under the same conditions. Shares are also transferable.
- In addition, the concept of sharing accommodation in the Hapimag resorts attracts a high occupancy rate all year round, which also helps boost regional tourism.

What is special about Hapimag?

- The Hapimag resorts are located in top locations.
- We offer our guests personal service. With the aim of always exceeding the expectations of our guests, we respond to their individual needs.
- Hapimag is special in that it offers an intergenerational holiday concept.
- As a family-friendly company, we offer suitably furnished and equipped holiday apartments. In addition, many resorts offer sport and leisure facilities, free childcare and practical equipment for the family holiday.
- A holiday with Hapimag is financially attractive over the medium to long term.

What kind of advantages do I have as a shareholder?

- Best locations: Hapimag resorts are located in the middle of the city, right on the beach or next to the ski slope.
- High-quality: Hapimag offers fully equipped holiday apartments with plenty of space and an infrastructure to fulfil your needs around the resorts (restaurants, pool, wellness etc.).
- Personal service: Our employees always respond to the individual needs of our guests - before, during or after the holiday.
- Individual: Hapimag is special in that it offers an intergenerational holiday concept. We offer travel and experiences for all age groups.

- Family-friendly: In addition to sports and recreation facilities, we also offer free child care as well as practical equipment for your family holiday.
- Hapimag is a sustainable alternative to owning your own holiday apartment. Thanks to the concept of sharing accommodation in the Hapimag resorts attracts a high occupancy rate all year round, which also helps boost regional tourism.

What is the vision of Hapimag?

- Together we pursue a vision. Namely: *“more happy people for a better world”*. A world with more happy people is a better world. We are convinced of that. It’s about mindfulness and mutual respect in our society. Every company should make its contribution in this regard. That’s the only way we can pass on a better world to the next generation.

Is Hapimag financially worthwhile?

- A holiday with Hapimag is financially attractive over the medium to long term: Depending on holiday behaviour, the purchase price of the share will be amortised after only a few years. Compared with market prices, Hapimag is generally cheaper, with equal or even higher quality. [Click here for the Hapimag holiday calculator](#)
- Shareholders can also use their residence points for family members and friends, enabling them to have a holiday under the same conditions.
- The share is a utility share and not an investment share. It does not contain any promise of an increase in value, but offers a right of residence for all 58 Hapimag resorts.
- Shares are also transferable. Hapimag is perfect for people who appreciate reliability, quality and personal service on their holiday.

How much does Hapimag cost?

- The costs for Hapimag depend on the needs and the holiday behaviour of each individual.
- The initial investment is made through the purchase of one or more shares.
(1st share: CHF 3,630.– / 2nd share: CHF 2,630.– / from the 3rd share: CHF 2,330.–).
- You pay an annual charge per share (2020: CHF 338.40) for the administrative expenses and any renovation work.
- You receive 60 residence points per share which can be used for the holiday apartments bookings.
- At the Hapimag resort itself, you will only pay the local charges, which cover electricity, cleaning, maintenance etc.